

FILE

OCT 7 1946

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FASHION CALENDAR

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44 WEST 52nd STREET

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NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 4, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Issued	SPRING RAYON COLOR GUIDE The Textile Color Card Association has issued to its international membership the Advance Edition of the 1947 Spring Rayon Card--a collection of 8 pastels: Presented in this group are Limeglo, Violet Sky, Sunray Aqua, Sunset Gold, Sunblush Pink, Solar Turquoise, Coral Sun and Twilight Blue. Contact: Margaret Hayden Rorke, Managing Director, Textile Color Card Association, CA. 5-5881.	TEXTILE COLOR CARD ASSN. OF THE UNITED STATES, INC.	200 MADISON AVE.
Now Going On- October 12	CELEBRITY WEEK FEATURING CHILD STARS The Mordkin-Moser Conservatory is presenting Celebrity Week at Macy's featuring child stars of Broadway hit shows. Daily at 4:15 P.M.; Saturday at 2:00 P.M. and 4:00 P.M. Open to public. Publicity: Herbert Warner, CH. 4-2000, Ext. 3078.	MACY'S NEW YORK	LITTLE THEATRE 5TH FLOOR
Friday October 4 4:00 P.M.	SIMPLICITY FASHION SHOW FOR TEENS All-American teen-age fashion show, presented by the Simplicity Pattern Co. in cooperation with Kresge-Newark. Commentator: Joan Jordan, leader of the store's Calling All Girls Club. Press invited. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	7TH FLOOR
October 5	YOM KIPPUR -- JEWISH DAY OF ATONEMENT (SATURDAY)		
October 6	NATIONAL BUSINESS WOMEN'S WEEK (Oct. 6-Oct. 12)		

WEEK BEGINNING MONDAY, OCTOBER 7, 1946

CANCELLED Monday October 7	THE JULIUS KAYSER COMPANY "FILLY FOLLIES" PRESS LUNCHEON, WHICH HAD BEEN SCHEDULED FOR OCTOBER 7, AT 12:30 P.M., HAS BEEN INDEFINITELY POSTPONED. (A new date will be announced later.)		
Monday October 7 1:00 P.M. Luncheon	"SENTIMENTAL JOURNEY" MILLINERY SHOWING Dore Theden will present her new millinery collection of trousseau hats-- "Sentimental Journey". This is the season's first luncheon fashion show at the Iridium Room. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Dore Theden Publicity: Mildred Kaldor, BR. 9-9399. St Regis Fashion Publ.: Mary Alice Rice, CI. 6-1790.	DORE THEDEN (40 EAST 51ST ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 7 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT FASHIONS Joan Norton Irwin will present her sophisticated junior resort collection to the press during cocktails. Showing promptly at 5:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOAN NORTON IRWIN	4 EAST 64TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday October 7	OPENING OF RESORT AND SPRING LINES Presentation of the only lines to be shown by member firms for the entire Resort and Spring season. (Fall lines were shown in June, and Summer merchandise will be presented in February.) Members who will show their lines include: <u>Monday, Oct. 7</u> SPORTCRAFT STAR-MAID DRESSES, INC.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
	<u>Tuesday, Oct. 8</u> ADLER & ADLER, INC. KANE-WEILL, INC. Contact individual manufacturers.	<u>Wednesday, Oct. 9</u> DAVIDOW DAVID M. GOODSTEIN, INC. MUTUAL-ROSENBLOOM CO. <u>Thursday, Oct. 10</u> CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG	
Monday October 7- Nov. 2	EXHIBIT: PAINTINGS BY ALFRED H. MAURER Paintings in oil and in gouache by Alfred Henry Maurer, pioneer of modern art, illustrating his use of color in abstract design. Contact: Bertha Schaeffer, WI. 2-3331.	BERTHA SCHAEFFER	32 EAST 57TH STREET GALLERY
Tuesday October 8 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Fashion presentation by Jonai during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI, INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fall and Winter custom-made fashions will be presented during luncheon. Open to public. Press by invitation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Publicity: Mary Alice Rice, CI. 6-1790.	D'LAURENCE ROTH (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Tuesday October 8 4:00 P.M. Cocktails	PRESS SHOWING: SEA AND SUN FASHIONS A party for the fashion press, showing Sun-Surf's collection of casual clothes to take South and on cruises. Attendance by invitation only. Publicity: Ruth Branchor, Hirshon-Garfield, BR. 9-9350.	SUN-SURF MODES, INC.	HAMPSHIRE HOUSE COTTAGE
Tuesday October 8 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER HAIRSTYLES The American Hair Design Institute will give a preview for the press of Fall and Winter hairstyles, with two shows only--one at 4:30 P.M., the second at 5:30 P.M. By invitation only. Publicity: Eleanor Rowlands, of Rowlands Associates, MO. 4-9292.	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA LE PERROQUET SUITE
Tuesday October 8 5:00 P.M.- 7:00 P.M.	"FRANCE COMES BACK" EXHIBITION Opening of extensive official French government exhibit--"France Comes Back"--the story of France through three wars and a "blueprint" for a greater France of the future. Architectural models, also plans for production, reconstruction, health, education, etc. Open to public from Oct. 9 to Nov. 30. Publicity: Danna Kelly, EN. 2-8500, Ext. 444.	AMERICAN MUSEUM OF NATURAL HISTORY	CENTRAL PARK WEST AT 79TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 8 4:30 P.M.; 8:30 P.M.	FLORIDA FASHION PRESENTATION Presentation by Margaret Newman of beach and cocktail slacks, playsuits and cocktail dresses. Showing also on Oct. 9 at 8:30 P.M. for buyers. Attendance by invitation only. (The collection will be presented at the Hotel New Yorker from October 10-October 31.) Contact: Mr. H. Lambert, or Mabel Frampton, CI. 7-2200.	NEWMAN AND WINTER (MIAMI, FLORIDA)	HOTEL GOTHAM 55TH ST. & 5TH AVE.
Wednesday October 9 1:00 P.M. Luncheon	FALL AND WINTER FASHION PRESENTATION Ready-to-wear and custom-order fashions will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lenthier, EL. 5-3644.	MARETTA FEELEY (6 EAST 53RD ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday October 9 1:00 P.M. Luncheon	WOMEN'S FASHIONS AT LUNCHEON SHOW The Tailored Woman will present fashions for women during luncheon in the Sert Room. Open to public. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Publicity for Tailored Woman: Belle Irene Gillis, PL. 5-2500. Waldorf Fashion Publicity: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN (742 FIFTH AVE.)	WALDORF-ASTORIA SERT ROOM
Wednesday October 9 4:00 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's preview for the Fashion Press of their 1947 Resort and Spring collection of sports fashions. <u>Strictly by invitation</u> , which must be presented at the door. (SHOWING TO THE TRADE AT McMULLEN'S SHOWROOM, 475 FIFTH AVE., ON OCT. 10.) Publicity: Abigail A. Johnson, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVE.)	RITZ CARLTON HOTEL GRAND BALLROOM
Beginning Wednesday October 9 7:00 P.M.	ANNUAL SURVEY OF ADVERTISING COURSE Eighteenth Annual Survey of Advertising Course, with 24 lectures by leading advertising executives every Monday, beginning October 14, at 7:00 P.M., supplemented by field trips showing what goes on behind the scenes in advertising work. Price of course: \$12.00. Contact: Advertising Women of New York, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Thursday October 10 1:00 P.M. Luncheon	FALL AND WINTER FASHION PRESENTATION Mady Martell will present new fashions during luncheon. Open to public. Press by invitation. For reservations, contact PL. 3-1740, Ext. 29 or 44. Hotel Plaza Fashion Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	MADY MARTELL (21 EAST 55TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday October 10 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Presentation of luxurious fur fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	REVILLON FRERES (684 FIFTH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday October 10 3:30 P.M. 6:30 P.M.	PRESS SHOWING: SWIMSUIT FASHIONS Preview of 1947 SeaMolds by Flexees - new bathing suit fashions. By invitation only. Publ.: Ruth Branchor, Hirshon-Garfield, CA. 5-4800.	SEAMOLDS SWIMSUIT CO.	417 FIFTH AVE. SHOWROOM

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Thursday October 10 4:00 P.M. Cocktails	"'ROUND THE WORLD" FASHION SHOW Fashion showing for the press of "Reel-Poise" swimsuits, beachwear and playclothes, designed by Grace Arcuri. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	BESTLYNE COMPANY (1410 BROADWAY)	WALDORF-ASTORIA LE PERROQUET SUITE
Monday October 7- October 11	PHILADELPHIA GIFT SHOW Contact: George F. Little Management, Inc., 220 Fifth Ave., AS. 4-3161.	NATIONAL GIFT AND ART ASSN., INC.	CONVENTION HALL PHILADELPHIA, PENNA.
Saturday Oct. 12- Nov. 10	ELEVENTH ANNUAL PHOTO EXHIBIT Prizes for drama, comedy, character studies, and beauty in photographs will be offered to members of the Press Photographers' Association at its eleventh annual photo exhibit in the Museum of Science and Industry in Radio City. Photographs in six groups: Spot News, Speedlite, Sports, Features, Personalities, Pictorial and Portrait. Also, full color photographs of stage, movie and radio personalities; and instructive displays of the latest photographic equipment. Contact: Leonard Morgan, MU. 2-3420.	PRESS PHOTOGRAPHERS' ASSN. of N.Y., INC.	MUSEUM OF SCIENCE AND INDUSTRY
Monday October 14 12:15 P.M. Luncheon	FABRIC DIVISION LUNCHEON MEETING "Fabrics-1947"..fashion interpretations - new developments in fibers, fabrics, finishes and colors. Members of other divisions are also invited to this Fabric Division Luncheon Meeting. Chairman: Madeleine Darling. Price, including tax and tip: \$3.10 for members, \$3.50 for guests. Reservations close Saturday, October 12, at 12 noon. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday October 14 12:30 P.M. Luncheon	HATBOX LUNCHEON FOR THE PRESS Introduction of the new Harry Conover Cover Girl Model Box, showing an unusual variety of latest hatbox fashions, at the Harry Conover Studio, 52 Vanderbilt Ave., 8th Floor, with luncheon served to the press in individual hatboxes. By invitation only. Publicity: Nancy Lee Waring, Allan Meltzer Inc., PL. 3-7647.	LOYAL LEATHER PRODUCTS; HARRY CONOVER AGENCY	HARRY CONOVER STUDIO 52 VANDERBILT AVENUE
Monday October 14 1:00 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW Luncheon showing by The Tailored Woman and Kathryn Churchill, Flower Stylist--showing complete bridal fashions for different parts of the country--from Miss Barry's "Bridal Hall of Mirrors" at The Tailored Woman. Palladium jewelry designed by Marc Koven. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN; KATHRYN CHURCHILL	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 14 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING: "HOSIERY INFORMATION PLEASE" Preview of hosiery news for release now and for release later. Cocktail showing of new twists, new colors, and new stocking small talk. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	ROMAN STRIPE HOSIERY	ST. REGIS HOTEL PENTHOUSE
Monday October 14	OFFICIAL LAUNCHING DATE FOR RESORT AND SPRING LINES OF NEW YORK BEACHWEAR MANUFACTURERS. Contact: Martin Stern, 60 East 42 St., VA. 6-0543.		

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Tuesday October 15 12:30 P.M. Luncheon	PRESS PREVIEW: RESORT AND SUMMER FASHIONS Frances Sider has invited the press and trade to take "time out for play" --a showing of her resort and summer line of beachwear and playclothes. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	FRANCES SIDER	HOTEL PLAZA TERRACE ROOM
Tuesday October 15 1:00 P.M. Luncheon	HAT COLLECTION FOR TOWN AND TRAVEL Laddie Northridge's collection of hats for town and theatre, travel and cruise in review during luncheon hour. Open to public. Press by invita- tion <u>only</u> . Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 15 4:30 P.M.	PRESS PREVIEW OF MIDSEASON MILLINERY Lilly Dache will present her midseason millinery collection to the press. <u>Attendance strictly by invitation.</u> Publicity: Eleanor Lambert, PL.5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Tuesday October 15 5:30 P.M.- 7:30 P.M.	PRESS SHOWING OF PALM BEACH FASHIONS Mary Black of London will present new Palm Beach fashions to the press. Attendance by invitation only. Publicity: Jack Last, BR. 9-2209.	MARY BLACK OF LONDON	HAMPSHIRE HOUSE COTTAGE
Wednesday October 16 12:30 P.M. Luncheon	LUNCHEON SHOWING FOR THE PRESS Luncheon presentation by Gotham Hosiery Company for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY CO.	HOTEL PIERRE ROOF
Wednesday October 16 1:00 P.M. Luncheon	MILLINERY PRESENTATION DURING LUNCHEON Anita Andra, who has just returned from Paris, will present adaptations of French hats, two new silhouettes which she has just created, and her millinery collection for Fall and Resort wear. Open to public. Press by invitation. Hotel Pierre Fashion Publ.: Forence Lanthier, EL. 5-3644.	ANITA ANDRA	HOTEL PIERRE COTILLION ROOM
Wednesday October 16 3:30 P.M. Cocktails	PRESS SHOWING: RESORT AND WINTER COLLECTION Zoe de Salle will present her Winter and Resort custom-made originals to the press, featuring "capas for all climes"; soft, close-cut suits for wear under fur coats; scarfed hoods, hats, muffs; silk and satin evening gowns. Attendance by invitation. Contact: Zoe de Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD ST.
Thursday October 17 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Luncheon showing of fashions by Sonia, including dinner and evening clothes, cocktail suits, and a bridal procession. Open to public. Press by invitation. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SONIA-GOWNS CORP. (15 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday October 17 1:00 P.M. Luncheon	JEWELRY SHOWING DURING LUNCHEON Jewelry presentation by John Rubel at a luncheon fashion show. Open to public. Press by invitation. For reservations, contact: PL 3-1740, Ext. 29 or 44. Rubel Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	JOHN RUBEL	HOTEL PLAZA TERRACE ROOM

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Thursday October 17 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOWING Suzanne-Remy will present her new millinery during luncheon, showing hats trimmed with feathers, lace, etc. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Director & Publicity: Mary Alice Rice, CI. 6-1790.	SUZANNE-REMY (24 EAST 64TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Thursday October 17 5:00 P.M.	LITERARY COCOA: "AT DADDY'S OFFICE" Presenting "At Daddy's Office", new book for "small fry", in connection with "Clothes for Daddy's Office" being promoted by "Parents' " Magazine in October issue. Press invited to bring special guests under 6 years old. Mary Misch, just 5 years old, for whom the book was written, will be guest of honor. By invitation only. Publicity: S. Richard Stern, CH. 4-8535; or Ruth Shair for Alfred Knopf, PL. 3-4761.	ROBERT J. MISCH	521 FIFTH AVENUE 32ND FLOOR
Saturday October 19 10:30 A.M.	"AROUND THE TOWN" HIGH SCHOOL FASHIONS "Around the town in Abraham & Straus fashions for every moment in a schoolgirl's life", presented by the School Art League of New York. Open to public. Publicity: Virginia Jewel, TR. 5-7200, Ext. 321.	ABRAHAM & STRAUS BROOKLYN	BROOKLYN MUSEUM EASTERN PARKWAY
Sunday October 20- October 26	UNITED NATIONS WEEK -- The American Association for the United Nations, in cooperation with NBC, the National Education Assn., and over 80 other national organizations, will sponsor United Nations Week, coinciding with the first meeting of the U. N. General Assembly in the United States. Contact: Joan Becker Gaines, American Assn. for United Nations, 45 East 65th St., BU. 8-8000.		
Monday October 21 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Furs and Fall and Winter fashions by Gunther will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 21	PUBLICATION DATE: NEW RADIO TRADE MAGAZINE Monthly radio trade magazine for buyers of radio time, programs, and talent. Capsuled news and interpretations, research material, statistical data, factual sponsor experience stories, forums, and a pictorial format. Editor: Joe Koehler, former radio and television editor of "The Billboard" Price: \$5.00 a year. Contact: Norman R. Glenn, PL. 3-6216.	SPONSOR	40 WEST 52ND ST.
Tuesday October 22 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Showing of Peg Fischer's millinery collection during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", head-waiter, PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday October 22 3:00 P.M.	HENRY ROSENFELD FASHION SHOW Fall and Winter fashions by Henry Rosenfeld will be presented at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7 TH FLOOR CLASSIC CORNER

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Tuesday October 22-	FASHION FOREVUE: DIAMOND JUBILEE	KAUFMANN'S PITTSBURGH	SYRIA MOSQUE BIGELOW BLVD.
October 23 8:30 P.M.	Fashion preview by top American designers to celebrate Kaufmann's diamond jubilee in Pittsburgh. There will be a \$250,000 display of diamonds by Marc Koven and the Guild of American Diamond Cutters. Also, an exhibit showing how diamonds are mined, cut and fashioned into fine jewelry. Showing for invited N. Y. press on October 23. Showings directed and produced by Abbott Kimball Fashion Shows. Sets designed by Lester Gaba. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.		
Wednesday October 23 1:00 P.M. Luncheon	"FASHIONS FOR THE HORSE SHOW"	HARRY COLLINS, INC. (647 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
	Luncheon fashion presentation by Harry Collins, featuring clothes especially suitable for the Horse Show (at Madison Square Garden from Nov. 4 to Nov. 9). Open to public. Press by invitation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Harry Collins, PL. 3-9403. Waldorf Fashion Publicity: Annette Goodrich, EL. 5-3000.		
Wednesday October 23 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW	JEANNETTE HAT SHOP (699 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
	New millinery for Fall and Winter will be presented by Jeannette during luncheon. Open to public. Press by invitation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.		
Thursday October 24 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON	MME. ET LA JEUNE FILLE (30 EAST 54TH STREET)	HOTEL PLAZA TERRACE ROOM
	Luncheon fashion show by Madame et la Jeune Fille of custom-made and ready-to-wear clothes and hats for Fall and Winter. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 29, 44, or 168. Plaza Fashion Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.		
Thursday October 24 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW	MIRIAM LANDEY (22 EAST 65TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	New fashions by Miriam Landey. Open to public. Press by invitation. For reservations, contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
October 27	NAVY DAY (Sunday)		
Monday October 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	MAXIMILIAN	ST. REGIS HOTEL IRIDIUM ROOM
	Maximilian's fur fashions will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday Oct. 28 2:30 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
	Luncheon fashion show sponsored by Hadassah, Women's Zionist organization of America, with a preview of immediate and winter clothes by Sydell, including suits, cocktail dresses, evening fashions and a bridal procession. Tickets: \$15.00. Contact: FO. 5-3600, or FO. 4-8002.		

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Monday October 28 4:30 P.M. Cocktails	PRESS SHOWING OF LINGERIE AND SWEATERS Press Preview of imported merchandise for Christmas by Angora-Paris, a new shop dedicated to fine, high-styled angora sweaters, jackets, gloves, hoods and socks from Paris, with a spicing of handmade French lingerie. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ANGORA-PARIS	18 WEST 56TH STREET
Beginning Monday October 28	FIRST POSTWAR NATIONAL SHOE FAIR Over 450 firms will display their lines in four Chicago hotels: Palmer House, Morrison Hotel, Hotel Chicagoan and Sherman Hotel. Showing of the latest 1947 Spring shoe styles representing all markets, types and grades of shoes, including the first postwar exhibition of British shoes in the U.S. Contact: George E. Gayou, Manager, National Shoe Fair, Palmer House, Chicago.	NAT'L SHOE MFRS. ASSN.; NAT'L SHOE RETAILERS ASSN.	CHICAGO ILLINOIS
October 28	ST. LOUIS FASHION CREATORS' OPENING OF SPRING LINES OF WOMEN'S AND MISSES' DRESSES, COATS, SUITS AND SPORTSWEAR.		
Tuesday October 29 1:00 P.M. Luncheon	FASHION ACCESSORIES FOR FALL AND WINTER Luncheon showing of Arpad's new collection of accessories, blouses and skirts for day and evening. Open to public. Press by invitation. For reservations, contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Arpad Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
Wednesday October 30 4:00 P.M.- 7:00 P.M.	DALI EXHIBITION FOR NEW PERFUME Private exhibition, "Trilogy of the Desert", three new paintings in a series by Salvador Dali, executed especially for the new Leigh perfume, "Desert Flower". Attendance strictly by invitation. Publicity: Frances Hills, CI. 5-6263.	SHULTON	KNOEDLER GALLERIES 14 EAST 57TH STREET
Wednesday October 30 10:00 P.M.	CROWN ROOM OPENING; CROWN JEWEL PERFUME Special reception to celebrate the opening of Prince Matchabelli's Crown Room, designed by William Pahlmann. Also, a presentation of "Crown Jewel", new Prince Matchabelli perfume from Paris. <u>Attendance strictly by invitation.</u> Publicity: Leonore Buehler, PL. 3-7010; or Margaret Carson, MU. 2-2055.	PRINCE MATCHABELLI, INC.	711 FIFTH AVENUE
October 31	HALLOWE'EN (Thursday)		
Monday November 4 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING LINE Paul Parnes will present a showing of the Spring collection to the press. Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	PAUL PARNES CO.	HAMPSHIRE HOUSE COTTAGE
Monday November 4- November 9	FIFTY-EIGHTH NATIONAL HORSE SHOW The 58th National Horse Show will be held at Madison Square Garden, with morning, afternoon, evening performances from Monday, Nov. 4 to Saturday, Nov. 9. Chairman of publicity committee: Maximilian Elser, Jr. of J. Walter Thompson, 420 Lex. Ave. Fashion Contact: Alice Dowd, MU. 3-2000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday November 4	OPENING OF FOGA SPRING LINES The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. The other seasonal openings are: Summer lines in early February, and Fall lines in early June. Guild members who will present their lines include:	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	HANSEN BANG, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA & COFFOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. FRED GREENBERG DRESS CO.	JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS, INC. SAMUEL KASS GOWNS, INC. LA RUE DRESSES, INC. DAVID LEONARD & LEVINE MARY LEE, INC.	MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG, INC. C.H.D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
November 5	ELECTION DAY (Tuesday).		
Tuesday November 5 12:00 Noon Luncheon	"SUDDENLY IT'S SPRING" --MILLINERY SHOW Millinery showing by the Millinery Designers' League, with the theme "Suddenly It's Spring," inspired by the forthcoming Paramount movie of the same name. Luncheon at 12:00 noon. Showing promptly at 1:00 P.M. Press by invitation only. Tickets: \$7.50. Contact: Anne Hoerer, president, Millinery Designers' League, PE. 6-8443. Commentator and Publicity: Edyth Thornton McLeod, WI. 2-7800.	MILLINERY DESIGNERS' LEAGUE, INC.	WALDORF-ASTORIA GRAND BALLROOM
Thursday November 7 1:00 P.M. Luncheon	PARIS-INSPIRED FASHION PRESENTATION Luncheon showing of a Paris-inspired collection by Helen de Huene, with hats by Edwarda (780 Madison Ave.) in her first public showing. Open to public. Press by invitation. For reservations, contact: "Charles", head-waiter, PL. 3-4600, Ext. 20. Contact: Helen de Huene (3:00 P.M. to 6:00 P.M. only): EL. 5-1337. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	HELEN DE HUENE (21 EAST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Monday November 11 1:00 P.M. Luncheon	"WHITE CHRISTMAS" FASHION SHOW Fur fashion preview -- "White Christmas" -- presenting Ackerman-Blatt's gift furs for Christmas. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Ackerman-Blatt Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ACKERMAN-BLATT	ST. REGIS HOTEL IRIDIUM ROOM
Monday November 11 March 15	GALA OPENING: --GRAND OPERA SEASON Luxurious fashions will be on view at the Grand Opening of the 1946-1947 Metropolitan Opera Season. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET OPERA HOUSE B'WAY AT 39TH ST.
Tuesday November 12 12:30 P.M. Luncheon	PRESS PREVIEW OF BLOUSES FOR GIRLS Showing of new Spring blouses for girls, from Size 3 to Juniors. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	SALLY MASON (498 SEVENTH AVE.)	MONTE CARLO 54TH & MADISON AVE.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Saturday
October 5-
October 10 S. HUOK'S ORIGINAL BALLET RUSSE MET. OPERA HOUSE, B'WAY AT 39TH ST.
Presenting Alicia Markova, Anton Dolin, Andre Eglevsky and others:
Sat. Mat., Oct. 5: SYLPHIDES, FIREBIRD, SPECTRE DE LA ROSE, PRINCE IGOR
Sat. Eve., Oct. 5: FRANCESCA DA RIMINI, CAMILLE, PAS DE DEUX,
GRADUATION BALL
Sun. Mat., Oct. 6: SWAN LAKE, MUTE WIFE, CAIN AND ABEL, BLUE DANUBE
Sun. Eve., Oct. 6: PAGANINI, MUTE WIFE, CAMILLE
Mon. Eve., Oct. 7: SWAN LAKE, CAIN AND ABEL, PAS DE QUATRE, PAGANINI
Tues. Eve., Oct. 8: SYLPHIDES, YARA (U.S. Premiere), FANTASTIC SYMPHONY
Wed. Eve., Oct. 9: SCHEHERAZADE, CAMILLE, AURORA'S WEDDING
Thurs. Eve., Oct. 10: AURORA'S WEDDING, MUTE WIFE, PAS DE QUATRE, PAGANINI
Publicity: Barry Hyams, PL. 3-0820.
- Saturday
October 5 PREMIERE: "THE BACHELOR'S DAUGHTERS" (Movie) GOTHAM THEATRE, B'WAY & 47 ST.
United Artists comedy featuring Gail Russell, Ann Dvorak, Claire Trevor
and Adolph Menjou. Director and Producer: Andrew Stone. Costumes: Maria
O'Donovan. Publicity: Tess Michaels, BR. 9-7300.
- Monday
October 7 OPENING: "HEAR THAT TRUMPET" PLAYHOUSE, 137 WEST 48TH STREET
New play by Orin Jannings, with Frank Conroy, Bobby Sherwood, others.
About the musical and romantic crises which harass a jazz band leader and
his raffish associates. Director and Producer: Arthur Hopkins. Settings
and costumes: Woodman Thompson. Publicity: Richard Maney, WI. 7-6939.
- Wednesday
October 9 OPENING: "THE ICEMAN COMETH" MARTIN BECK THEATRE, 302 WEST 45TH STREET
The Theatre Guild will present Eugene O'Neill's first play in twelve years,
featuring James Barton, Dudley Digges, Carl Benton Reid, Nicholas Joy,
Jeanne Cagney, Leo Chazell and Ruth Gilbert. Director: Eddie Dowling.
Settings and costumes by Robert Edmond Jones. Production under super-
vision of Theresa Helburn and Laurence Langner. Opening night curtain at
4:30 P.M. Publicity: Joseph Heidt, CO. 5-6170.
- Wednesday
October 9 OPENING: "CYRANO DE BERGERAC" ALVIN THEATRE, 250 WEST 52ND STREET
Jose Ferrer's production of the romantic Rostand play. Cast includes Jose
Ferrer, Leif Erickson, Ralph Clanton, Hiram Sherman and Paula Laurence.
Directed by Jose Ferrer. Costumes and settings by Lemuel Avers. Public-
ity: David Lipsky, MU. 5-3112.
- Wednesday
October 10 OPENING: "MR. PEEBLES AND MR. HOOKER" MUSIC BOX THEATRE, 239 WEST 45TH ST.
Joseph M. Hyman production of a play by Edward E. Paramore, Jr., based on
novel "The Devil Takes A Hilltown" by Charles E. Givens. Cast includes
Howard Smith, Rhys Williams, Irving Morrow, others. Director: Martin Ritt.
Costumes: Eleanor Goldsmith. Publicity: Max Gendel, WI. 7-0771.
- Saturday
October 12 OPENING: "LYSISTRATA" BELASCO THEATRE, 44TH ST., EAST OF B'WAY
James Light and Max J. Jelin present a modern version by Gilbert Seldes
of the classic Aristophanes comedy, with an all-Negro cast, including Etta
Moten, Rex Ingram, others. Director: James Light. Settings: Ralph
Alswang. Costumes: Rose Bogdanoff. Publicity: Marjorie Barkentin,
PE. 6-9590.
- Monday
October 14 OPENING: "LADY WINDERMERE'S FAN" CORT THEATRE, 136 WEST 48TH STREET
Homer Curran presents a revival of the Oscar Wilde play, starring
Cornelia Otis Skinner and Henry Daniell. Publicity: Helen Hoerle,
WI. 7-0771.